



Guide to the Bob Berenson Papers, 1950-2004 and undated

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Summary

Collection Title:

Bob Berenson Papers, 1950-2004 and undated, 1950-2004 and undated

Creator:

Berenson, Bob (Robert Leonard)

Abstract:

Advertising executive with Grey Advertising, Inc.

Extent:

14.0 Linear Feet

Language:

English

Language:

Materials in English

Collection ID:

RL.11101

Permalink:

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Preferred Citation

[Identification of item], Bob Berenson Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection spans 1950-2004 and includes speeches, newsletters and other publications; research and strategy reports, audiovisual materials and other materials documenting administration and management of the Grey agency. The collection also touches on activities of other WPP subsidiary agencies. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

BA/BA in journalism and marketing from Syracuse University; MS from Medill School of Journalism, Northwestern University. Began 1964 as Assistant Account Executive at Grey Advertising. Career at Grey: Executive Vice President 1977; President, Grey/NY 1993; Chairman/General Manager Grey Global Group 1999; retired 2005.

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Arrangement

Arranged into three series: Manila File; Office Files; and Audiovisual Materials.

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Administrative Information

Publication Statement

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Acquisition Information

The Bob Berenson Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2005.

Processing Information

Processed by Richard Collier, Dec. 2015

Accessions described in this collection guide: 2005-0011

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections: Caroline Bien Papers; Alvin Achenbaum Papers; J. Walter Thompson Company Advertising Vertical Files.

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Names and Subjects

- Advertising
- Advertising executives -- History -- 20th century
- Advertising -- Management
- Advertising agencies -- United States

- Berenson, Bob (Robert Leonard)

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4. Alvin Achenbaum, Advertising Doesn't Manipulate Consumers, 1972	Box 1
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6. How Do You Tackle the Leader--AAAA speech, 1974	Box 1
7. David Ogilvy, Three Cheers for Madison Avenue, 1974	Box 1
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